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**San Francisco
Redevelopment
Agency
Annual
Report**



The cover photograph taken by Karl H. Riek at the Redevelopment Agency's pilot moderate-priced private housing development at St. Francis Square in Western Addition Area 1 indicates one of the many environments created out of blighted areas through the redevelopment process. Sponsor: ILWU Longshoremen's Redevelopment Corporation. Architects: Marquis and Stoller, AIA.



1963

San Francisco Redevelopment Agency Annual Report



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Introduction

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The year 1963 was one of realization in San Francisco's redevelopment. New office buildings were occupied. Families moved into their new homes—quality-designed and in moderate, medium, and upper price brackets. Lawns and trees were growing in the designated green areas. Heavy traffic flowed swiftly along major arterials, and light traffic moved slowly in residential sections. "Projects" disappeared and the re-established areas began to merge into a new and higher level of city life.

Blight has been removed, better rehousing provided, and businesses successfully re-established.

With the emergence of such evidences of successful redevelopment came an awareness of the complexities of the redevelopment process. Legislation, financing, organization, planning, citizen participation and consultation, coordination of many interests, use of the highest public and private skills, inquiry and challenge, high standards of design and development—all these and more were reflected in the final product.

This experience sharpened the imagination and the demands of San Francisco citizens. Most want more of the same (although some want less!). Some citizens want to place greater emphasis on certain aspects than on others. Such reactions are good: they keep the program sensitive to the community's needs.

Every San Francisco citizen should ask himself how he wants his City to develop or redevelop in the future. Does he like these trends? These facilities? These homes? Does he want more emphasis on some aspects than on others? Does he know why he gets such results? Is he prepared to endorse measures which may be necessary to make desired adjustments possible? Is he willing to admit that he cannot have all of the developments he wants because his fellow citizens have conflicting preferences?

Many elements enter into the answers to these questions. Redevelopment does not proceed in a vacuum. It is part of the City. It proceeds only under the policy direction of the Board of Supervisors and the Mayor. Its operations are integrated with those of the Office of the Controller, the Department of City Planning, the Department of Public Works, and others. Scarcely a City department is not a participant in the redevelopment process, and each has its own mission to carry out.

The Agency's cash financing is essentially Federal, but City public works and commitments in projects require City cash expenditures too. Long-range planning of financing to avoid sudden financial crises and rapid disposition of official actions needed are important to the delivery of a program on an effective and efficient basis.

Not only the citizenry and the official agencies of government shape the program, but private business does as well. Once sites are sold for private development, it is the skills, capacities, and efforts brought out by our free enterprise system which take us to the realization of the entire complex product of redevelopment.

The answers to the questions posed in this report are not rendered by any one body. Yet experience tells us that the answers given by public bodies whose decisions guide the redevelopment process are in the last analysis shaped by the understanding, demands, and reactions of San Francisco citizens. Pages 1 through 13 suggest a background for evaluation of and reaction to San Francisco's redevelopment program.

These pages are followed by a section which highlights progress made in the 1963 calendar year within each of the Agency's projects.

Balancing the supply of housing

How is San Francisco's redevelopment program being used to balance the supply of private housing?

By using the aids made available by the Federal Housing Act of 1961, the Redevelopment Agency has been able to make possible the construction of housing in a wide range of prices. The St. Francis Square Cooperative Apartments, completed in the first Western Addition area in 1963, provided 299 homes ranging in monthly charges from \$84 for a one-bedroom unit to \$140 for a unit with three bedrooms. These monthly costs include utilities, taxes, repairs, all outside maintenance of the buildings and grounds, interest, and a payment toward equity in the stock ownership of the development.

Plans and technical measures were advanced for the construction of 471 units of moderate-priced private housing in Diamond Heights.* It is estimated that monthly carrying charges will run from \$100 a month for a one-bedroom unit to \$159 for a four-bedroom unit. This housing will be privately built, privately owned, and privately maintained and managed. It will be built in complete compliance with the City's building codes and according to outstanding designs selected from a design competition. Mortgage funds at low interest and appropriate pricing of land will be key factors in keeping costs down.

In addition to the units which were built in the first Western Addition area and the units to be

built in Diamond Heights, the Agency has established as a program objective the construction of an additional 1,400 such units in Western Addition Area 2. Hunters Point, with planning scheduled to begin in 1964, will be redeveloped predominantly for moderate-priced private housing, providing an estimated 1,700 additional such homes.

A technique has evolved for the private building of well-designed, quality homes through the use of design competitions, adjusted land prices, and low-interest mortgage funds. There is much progress. To have more progress in the direction of lower-cost private housing, there must be attention paid to the other major components of costs: materials, methods, codes, maintenance, and taxes.

* The Board of Supervisors approved the necessary Redevelopment Plan changes of January 20, 1964.

Did St. Francis Square just happen?

The Redevelopment Agency in the first six months of its land marketing program set aside three blocks for an experiment in getting moderate-priced private housing built.

Six proposals were received.

The Agency picked the one resulting in St. Francis Square.

Subsequently the passage of Federal legislation making low-interest mortgage funds available enabled the sponsors to stay within their original cost projections.

Sponsor: ILWU Longshoremen's
Redevelopment Corporation.
Architects:
Marquis and Stoller, AIA.

Photo: Karl H. Riek



Opportunities for social advancement with rehousing

Does San Francisco use its redevelopment program not only as an opportunity for rehousing but also as an opportunity for social advancement for the families and individuals affected?

The Agency fully recognizes its legal responsibility to those most inconvenienced by redevelopment and takes a positive position regarding its moral obligations. Although the proper rehousing of the families and individuals is the principal responsibility of the Agency, it uses the relocation process as an opportunity for social betterment. The relocation staff's contacts with families present the occasion for the identification of numerous problems which are barriers to securing and maintaining satisfactory housing. The Agency uses these contacts as the opportunity to advise or to refer families and individuals to appropriate community organizations for such services as vocational and adult education, job training, employment opportunities, health clinics, family counseling, homemaking, and visiting nurse services.

A program has been developed with the San Francisco Unified School District for teaching homemaking skills. Residents receive individual and group instruction in budgeting, meal planning, housekeeping, and home furnishing.

The Agency has initiated or helped in obtaining demonstration programs to experiment with new methods that aid the rehousing process:

A Federal grant to the San Francisco Development Fund to provide rental subsidies and such services as required to enable 60 low-income families to achieve home ownership.

A Ford Foundation grant to the San Francisco Council of Churches to provide special relocation and social assistance to elderly persons.

A grant by the Sears Roebuck Foundation for a homemaking program under the auspices of the San Francisco Unified School District.

A finder's fee program under which a payment is made to any landlord or agent who will make units available to families to be relocated by the Agency.

The Agency recognizes that, notwithstanding the great benefits of redevelopment, there are limitations under present laws. The process entails inconveniences for some of San Francisco's citizens in redevelopment areas. This explains the Agency's long, continuing work to develop new methods in rehousing and social services and thereby to turn inconveniences to significant gains for these citizens.

Rehousing of families in Western Addition Area 1



$\frac{3}{4}$ of all known families in the Agency's workload moved into better housing.*



$\frac{2}{3}$ of all known families in the Agency's workload moved into standard housing.**

* Source: Wallace F. Smith, "Relocation in San Francisco," Bay Area Real Estate Report, fourth quarter, 1960.

** Source: San Francisco Redevelopment Agency figures (audited by the Housing and Home Finance Agency).

What is disturbing to me is the opportunity missed by communities to seize this moment of relocation to bring about the social rehabilitation of the family. For it is just at the moment that a family has been uprooted, has been provided through relocation with the means of establishing a new home, and has been brought into contact—some for the first time and many for re-acquaintance—with the social agencies of the community, that miracles can be accomplished.

Dr. Robert C. Weaver, Administrator
Housing and Home Finance Agency

The story of the last family rehoused Western Addition Area 1



Photo: San Francisco Examiner

The Statistics:

A minority family	18 relocation visits to the family
A father	16 weeks of searching for housing
5 children	36 referrals to sales and rental units by
	8 real estate firms and the Agency

The Situation:

The father served as the wage earner and single head of the household. After the mortgage was paid, not much money remained from the sale of the house to the Agency. At least three bedrooms were needed for three daughters, two sons, and the father. The father's modest income as a hospital orderly provided the necessities for his family and the expenses of one daughter at the University of California. It did not permit very large monthly mortgage installments. The family preferred the Richmond District because of the schools.

This was the last remaining family in the first Western Addition area, and the blighted structure could not be demolished until the family was re-established in good housing within its means.

The Solution:

On the 36th referral to relocation housing, the father purchased a new home.

The Moral:

The Agency does not move a family until it has suitable housing for it.

The Agency helped 1,329 families to move in the Western Addition Area 1 program.

Of these, only two had to be evicted for unwillingness to work with the Agency.

Increasing minority opportunities

Every family must be offered decent, safe, and sanitary housing within its financial means.

Enriched education

Children in the Listening Center of the Western Addition John Swett Elementary School have a new experience. They learn to listen and to read simultaneously.

Photo: Karl H. Rieck



Should San Francisco's redevelopment program be used to increase housing opportunities for minority citizens?

No other public or private agency does the work, pays the bill, and is as effective as is the Redevelopment Agency in placing nonwhite families and individuals in good, open-occupancy, private housing.

The Redevelopment Agency operates under Federal, State, and local laws which prohibit discrimination in housing and facilities in redevelopment areas. The Agency seriously administers and enforces these legal requirements.

It is Agency policy to avoid the creation of new ghettos and the expansion of existing ghettos. Ghettos are attributable in part to low income, in part to racial discrimination in housing. Ghettos also result in part from the desires of some members of minority groups to live in such areas. The minorities' freedom of choice cannot

be abused by the Agency through a prohibition on their selection of areas of residence. The important objective is freedom of effective choice over a broad range of locations.

The Agency has supplemented its rehousing program with a referral service to assist families and individuals with problems which prevent them from obtaining good housing. (See preceding topic in this report.)

The Agency clearly focuses its program upon the fair and equitable treatment of people and not solely upon the removal of slum structures and the rebuilding of new structures. Every family must be offered decent, safe, and sanitary housing within its financial means. No family is moved until this can be done.

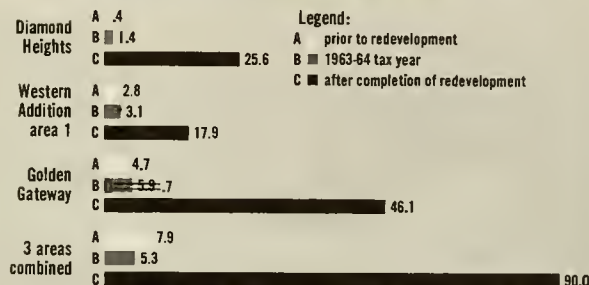
The Agency has been active in the development of new tools and aids to reduce the costs of housing. It has activated several demonstration programs. It was one of the first in the United States to utilize Federal legislation as soon as it was enacted for the creation of moderate-priced private housing. It has proposed the use of scattered public housing as a demonstration in the second Western Addition area and continues to explore additional approaches.

Investment, jobs, and taxes

Private investment figures are given below for each of the areas currently under redevelopment.

Does San Francisco use its redevelopment program to encourage business investment, create jobs, and strengthen the City's tax base?

Estimates of Assessed Values In San Francisco's Redevelopment Areas [Millions of Dollars]



San Francisco Redevelopment Agency

	Estimated Private Expenditures to December 31, 1963	Estimated Private Expenditures at Completion of Development
Western Addition Area 1	\$19,231,000	\$ 70,000,000
Diamond Heights	7,824,000	76,000,000
Golden Gateway	9,051,000	210,000,000
Totals	\$36,106,000	\$356,000,000

It is estimated that the private investment thus far represents about 3,600 direct man-years of construction work.

In addition to employment provided for the construction activity, the redevelopment areas will provide centers for continuing employment in many varying fields. In the Golden Gateway, for example, after redevelopment the commercial space will accommodate an estimated 22,000 office workers and employees in retail businesses. In the first Western Addition area, which is predominantly residential, there will be over 500 jobs in the commercial areas.

With development well under way in the three redevelopment areas, it is now possible to determine more clearly the effect the redevelopment process has on assessed values in redevelopment areas. In Diamond Heights and Western Addition Area 1, assessed values of the partially completed improvements in the 1963-64 tax year

already exceed the assessed values of properties in these areas prior to redevelopment (see chart above). The fact that the new improvements were not further advanced in the Golden Gateway on Tax Monday (March 4, 1963) in the 1963-64 tax year is the reason assessed values were still low.



Construction in progress, St. Nicholas Orthodox Church in Diamond Heights

Architect:
William F. Hempel, AIA

Photo: Karl H. Riek



Diamond Heights, single family home

Developer: Leon Yudkin
Architect: Edward Wong, AIA

Preservation of views and open spaces

How does San Francisco's redevelopment program provide for preservation of views and open spaces?

In a City where views are considered a priceless asset, the Redevelopment Agency has a continuing program of preserving views in redevelopment areas. In the Golden Gateway there will be an open air easement above the second floor level along Commercial Street. The vista down Commercial Street to the Ferry Building, among the most impressive in the City, will be preserved. Each residential block in the Golden Gateway will have open spaces where landscaping and works of art will enhance the views.

In the first Western Addition, vistas down vacated streets are receiving special attention. O'Farrell Street will have a plaza at the entrance to St. Mark's Lutheran Church, and views westward up the hill on O'Farrell Street will extend to the new St. Mary's Cathedral.

The interior-block play areas in St. Francis Square are joined by a community plaza at the

former intersection of O'Farrell and Buchanan Streets. The Peace Plaza with the Peace Pagoda in the Japanese Cultural and Trade Center will also be located on what was formerly Buchanan Street.

In Diamond Heights the Agency encourages developers on the downhill side of the streets to build down the hill on their lots and limit building heights above the street level to preserve the views from buildings on the uphill side of the streets.

The Redevelopment Agency has followed the pattern established by the San Francisco Planning Commission to encourage high-rise buildings on the crests of hills and low- and medium-rise buildings in the valleys and low-lying areas. The Agency also encourages placing telephone and electrical lines underground. The resulting enhancement of views and increase in land values more than offset the cost of underground installations.

Development of entertainment and cultural facilities

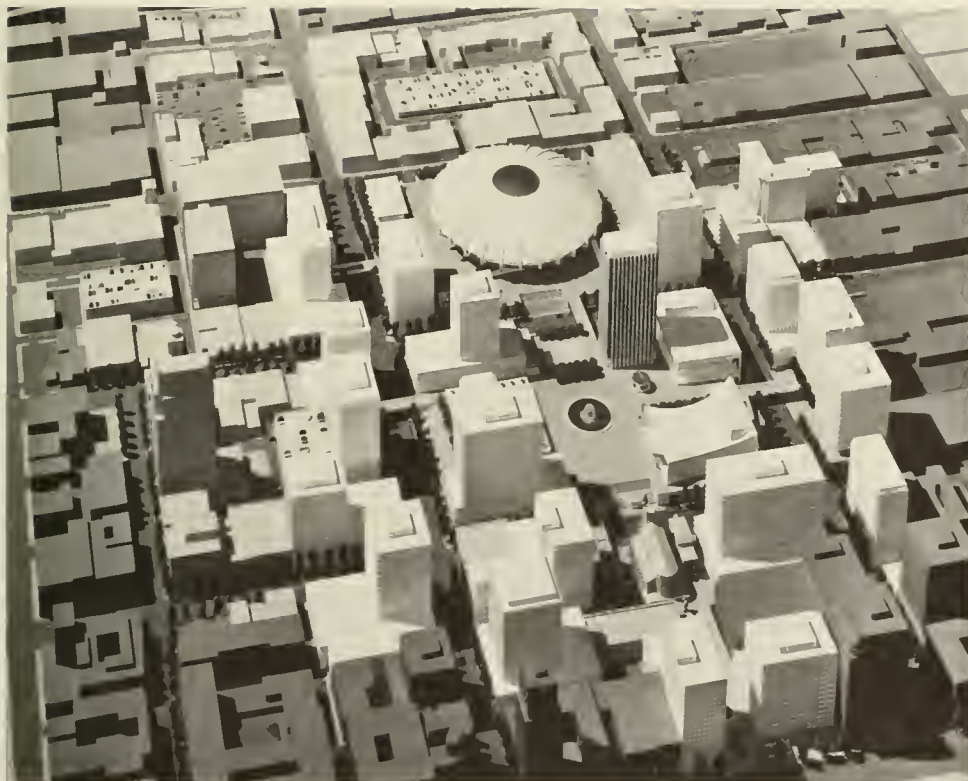
Is it possible for San Francisco to use its redevelopment program to create entertainment and cultural facilities needed by the City?

A guiding principle behind redevelopment is to make San Francisco an increasingly attractive place in which to live, to work, and to visit. Portions of the City under redevelopment are being designed to provide services, amenities, and such attractions as entertainment and cultural facilities.

The Ferry Building Park will serve as the focal point for the Golden Gateway and the east end of Market Street. In the private development facing this park, the Agency is considering with interested developers the establishment of such popular entertainment facilities as a cinema, art gallery, outdoor cafe, restaurant, book store, or music shop. In addition, efforts are under way to provide land in or near the Ferry Building Park area for San Francisco's nationally known Actor's Workshop.

In the Japanese Cultural and Trade Center in the Western Addition, there will be a Kabuki theater.

It is possible that the Yerba Buena Center may include a cultural center with theaters, an art museum, a sports arena, and an exhibit hall.



Yerba Buena Center: Two theaters, a museum, and a sport arena are proposed.

Plan: Livingston and Blayney, City and Regional Planners
Photo: Dwain Faubion

Achieving outstanding design

How does San Francisco's redevelopment program encourage good design?

San Francisco is one of the few cities in the country where the citizen senses the meaning of urban design. To the San Franciscan, urban design means keeping San Francisco a unique and beautiful city.

The Redevelopment Agency knows that to make neighborhoods pleasant places to live it is essential that they be well designed. To rebuild neighborhoods of superior design, the Redevelopment Agency has used many methods to bring good designers together with responsible developers. Nation-wide competitions have been held to select proposals for the Golden Gateway residential and public garage areas and for the 22-acre top of Red Rock Hill in Diamond Heights. Three high-rise structures were under way in 1963 of the competition-winning proposal for the Golden Gateway. The first apartments of the Red Rock Hill competition-winning proposal were also completed.

Outstanding designers were retained by the Redevelopment Agency to prepare designs for the Diamond Heights Neighborhood Center, the Nihonmachi, the Fillmore Center, landscaping in Western Addition Area 2, and the Yerba Buena Center.

Prospective developers for moderate-priced private housing sites in the first Western Addition area and Diamond Heights were asked to submit design proposals together with proposed development costs and monthly charges. Thus, design was a major factor in the Agency's choice of developers for these sites.

It will be the continuing practice of the Agency to strive for outstanding design in all renewed areas. Only by achieving superior design for each neighborhood and harmoniously relating each neighborhood to the City as a whole can the beauty of San Francisco be preserved.

Awards and citations

Progressive Architecture gave a citation for the residential design being built by San Francisco Redevelopers, Inc. for Red Rock Hill—architects James K. Levorsen and Clyde B. Cohen, with Jack Allen Charney in association.

Practical Builder accorded its "Design Award House" to the Galli Construction Company's houses in Diamond Heights—architects Hayes and Smith.

The Federal Housing Administration announced an Award of Merit to St. Francis Square Cooperative Apartments in Western Addition Area 1.

The Building Industry Conference Board recognized the Agency's program for redevelopment and rehabilitation with its "Achievement Award of the Year."



Diamond Heights, single-family homes

Developer: Galli Construction Company
Architects: Hayes and Smith, AIA
Drawing: Noni Cleary



Diamond Heights, Red Rock Hill Developer: San Francisco Redevelopers, Inc. Architects: James K. Levorsen and B. Clyde Cohen, with Jack Allen Charney in Association, AIA
Photo: Michael E. Bry



Marvin Becker

Diamond Heights
Moderate-Priced Private Housing

Developer: Robert Chuckrow Construction Company
Architect: Nobler and Chen, AIA

Does San Francisco's redevelopment program provide for retention and preservation of buildings of esthetic and architectural merit?

It is standard Agency procedure to identify structures of historical and architectural merit for preservation and rehabilitation in redevelopment areas.

The Agency has worked with the San Francisco Conservation Committee to identify such structures located in the second Western Addition area. The Committee's membership includes

representatives from the California Historical Society, the American Institute of Architects, the Society of Architectural Historians, the Society to Preserve Period Architecture, the San Francisco Planning and Urban Renewal Association, and the local press.

A visual and historical survey of the Yerba Buena Center was conducted during 1963. As in the second Western Addition area, significant buildings are being incorporated into the urban design proposal wherever possible.



Western Addition Area 2, south side of Bush Street between Fillmore and Webster Streets

Photo: Karl H. Riek

Community and neighborhood facilities

To what extent does San Francisco use its redevelopment program to make sites available for the construction of schools, libraries, churches, housing for the elderly, convalescent hospitals, nursery schools, medical centers, and park and recreation areas to serve the needs of its citizens?

In the first Western Addition area a branch library is scheduled to be built in 1964. The Cathedral Parish Elementary School has been completed, and construction will commence on an addition to the Raphael Weill Elementary School in 1964. Central Gardens (Hospital for Convalescing), the first nursing home in the nation built under the Federal Housing Administration program in an urban redevelopment area, was completed and in use in 1963. Two housing projects for the elderly moved through the design and financing stages in 1963 and are to be built in 1964.* A nursery school is also planned for this redevelopment area. Medical office buildings in the block south of Mt. Zion Hospital were completed during 1963. A medical office building for the Kaiser Foundation Hospital is nearing completion and will be in use in 1964. Design work for the new St. Mary's Cathedral started in 1963.

In Diamond Heights sites are designated for elementary and secondary schools. The St. Aidan's Episcopal Church was completed and in use in 1963. The St. Nicholas Orthodox Church

began construction in 1963 and will be completed in 1964. The Missouri Synod Lutheran Church is scheduled to begin construction in 1964.

Every redevelopment project provides for park and recreation facilities made possible by City funds, by public funds expended by the Agency, or by private developers. Examples in the Golden Gateway are the Ferry Building Park, the Sydney G. Walton Square, and a two-block public plaza atop the public garage; in the first Western Addition the Hamilton Playground, the Raymond S. Kimbell Playground, and the Peace Plaza of the Japanese Cultural and Trade Center; and in Diamond Heights the Douglass Playground, Fairmount Plaza, and the Walter A. Haas and George Christopher recreation areas, in addition to one of the City's major parks, Glen Canyon Park of 112 acres.

* The Jones Memorial Homes, Inc., broke ground for construction on January 19, 1964.



St. Nicholas Orthodox Church, Diamond Heights

Architect: William F. Hempel, AIA
Photo: Marvin Becker



St. Aidan's Episcopal Church

Architect: Skidmore, Owings and Merrill, AIA
Photo: Karl H. Riek

Citizen participation

To what extent are citizens groups and individuals involved in the redevelopment program?

Much of this 1963 report has indicated the close relationship that the Agency has had with individuals and groups at different levels and on varying subjects.

It is not possible to enumerate the many meetings and consultations and continuing relations which the Agency has had with citizens during 1963. However, the list below includes the major groups involved.

The press, radio, and television have been particularly helpful in bringing important redevelopment issues to the attention of the public.

American Friends Service Committee
American Institute of Architects, Northern California Chapter
Apostleship of the Sea
Associated Home Builders, Inc.
Baptist Ministerial Alliance
Bay Area Rapid Transit District
Bay Area Urban League, Inc.
Bayview-Hunters Point Citizens Committee
Booker T. Washington Community Service Center
Building Owners and Managers Association
Canon Kip Community House
Catholic Charities of the Archdiocese of San Francisco
Chinatown-North Beach Improvement Association
Community Service Organization
Council for Civic Unity of San Francisco
District Councils—Western Addition and Hunters Point
Down Town Association of San Francisco
Eureka District Merchants Association
Eureka Valley Promotion Association
Family Service Agency of San Francisco
Fillmore Merchants Development, Inc.
Fillmore Merchants and Improvement Association
Glen Park Property Owners Association, Inc.
The Golden Gate Neighborhood Centers' Association, Inc.
Goodwill Industries of San Francisco, Inc.
Greater Mission Citizens Council
Interdenominational Ministerial Alliance
International Institute of San Francisco
Japanese American Citizens League
Jewish Family Service Agency
League of California Cities
Life Line Mission
Market Street Development Project, Inc.
Mission Neighborhood Centers, Inc.

Mission Street Merchants Association
National Association for the Advancement of Colored People
Potrero Boosters and Merchants Association
The Salvation Army
San Francisco Building and Construction Trades Council
San Francisco Chamber of Commerce
San Francisco Conservation Committee
San Francisco Council of Churches
San Francisco Council of District Merchants Association
San Francisco Development Fund
San Francisco Greater Chinatown Community Service Association
San Francisco Planning and Urban Renewal Association (SPUR)
San Francisco Port Authority
San Francisco Program for the Aging
San Francisco Real Estate Board
San Francisco Unified School District
The Society of California Pioneers
Society of St. Vincent de Paul
South of Market Advisory Committee on Commercial and Industrial Development
Southern Promotion Association
Telegraph Hill Neighborhood Association
Travelers Aid Society of San Francisco
United Committee for the Japanese Community
United Community Fund of San Francisco
United San Francisco Freedom Movement
Upper Market-Eureka Valley Development Association
Visiting Nurse Association of San Francisco
West of Twin Peaks Ministerial Alliance
Westside Health Center
Young Men's Christian Association of San Francisco
Young Women's Christian Association of San Francisco
Youth for Service



St. Mary's Cathedral (preliminary design)

Architects: Pietro Belluschi, Pier Luigi Nervi,
Angus McSweeney, Paul A. Ryan, and John Michael Lee, AIA
Photo: Stone and Steccati

Western Addition Area 1

The accelerated pace of construction started in 1962 has resulted in the completion of the majority of the major residential, institutional, and commercial buildings planned for the area.

The St. Francis Square Cooperative Apartments consisting of 299 moderate-priced garden units were completed, sold, and occupied by the end of the year. The developers received an Architectural Award of Merit from the Federal Housing Administration for design excellence, and the project was cited by Commissioner William L. Slayton of the Urban Renewal Administration as being "proof that good design need not be expensive, that good urban design can be built into projects designed for any income level."

Eichler Homes, Inc., completed and began renting a \$4,300,000 apartment building of 150 units. The Eichler Laguna Heights development of 60 units of low-rise apartments, representing an investment of \$2,220,000, is scheduled for transfer to the tenants' cooperative in 1964.

Barton Western, Inc., completed and began selling units in its Midtown Park development consisting of a group of 140 low-rise cooperative apartments.

The Salvation Army Officers Training School completed and is occupying its cadet dormitory.

The National Cash Register Office Building was completed and occupied during 1963.

San Francisco's first cylindrical concrete tower, the Carillon (102 cooperative apartments), was approximately 30 percent complete.

The Central Gardens (Hospital for Convalescing) was completed and in operation during 1963. The Kaiser Foundation medical building and 400-car garage will be in use early in 1964.

The Archdiocese of San Francisco revealed a bold and original preliminary design for a new St. Mary's Cathedral. The design was prepared by a distinguished architectural team including Pietro Belluschi and Pier Luigi Nervi and local architects Angus McSweeney, Paul A. Ryan, and John Michael Lee. The design team has worked closely with the Agency's Advisory Panel consisting of Thomas H. Creighton, Thomas D. Church, and Richard O'Hanlon and the members of the Agency's staff. The Cathedral site is bounded by Geary, Gough, and Ellis Streets and what was formerly Octavia Street in Western Addition Area 1. The Cathedral features a great shell structure which rises from a square base over the nave and terminates 180 feet above as a cross shape. The top of the structure will extend to a height equivalent to 18 stories above the platform and will be clearly visible on the skyline from four directions. Large stained glass panels will be lighted in such a way as to be seen from the interior and exterior of the Cathedral. The main entrance to the

Cathedral is from Geary Street. A new St. Vincent's Girls School and a rectory are integrated into the platform on the south side.

The many complex problems which have been encountered in connection with the \$15,000,000 Japanese Cultural and Trade Center have been substantially solved, and construction of the public parking garage below the Center should start during the latter part of 1964.

By the end of the year, the Jones Memorial Methodist Church had scheduled groundbreaking for the construction of a 32-unit residential development for the elderly.*

Final activities were under way for construction to begin on the Martin Luther Tower to provide 120 apartments for the elderly.

San Francisco "Firsts" in Western Addition Area 1

St. Francis Square—the first application in the nation for FHA insurance of moderate-priced private housing, with mortgage funds at a submarket interest rate.

Central Gardens (Hospital for Convalescing)—the first FHA-insured nursing home in an urban renewal area.

Jones Memorial Homes, Inc.—the first moderate-income housing for the elderly financed by the Community Facilities Administration in the West in an urban renewal area.

* Construction started January 19, 1964.

Midtown Park

Developer: Barton-Western, Inc.
Architect: Skidmore, Owings and Merrill, AIA

Photo: Air News Photos



Diamond Heights

At the end of 1963 there were approximately 1,000 persons residing in Diamond Heights. By the end of the year the new construction in this area totaled 330 units completed or under construction.

The final arrangements for the \$3,500,000 commercial center were made for construction early in 1964.* Completion is scheduled for the summer of 1964. This will be a major neighborhood center with a supermarket, a bank, a post office, a pharmacy, and other shops for convenient shopping in the area.

Adjoining the 4.6-acre commercial center will be the George Christopher Recreation Center. Funds were appropriated by the City to purchase this site early in 1964.

Near the recreation center and the commercial center a site will be sold to the School Board for an elementary school in 1964. Preliminary designs have been finished, and the financing for the school will be presented to the voters in 1964.

Construction was started in 1963 on two other prominent sites for the St. Aidan's Episcopal Church (completed and in use) and the St. Nicholas Orthodox Church.

The proposal to place 471 units of moderate-priced private housing in this area was presented to the Board of Supervisors. (See page 2 of this report.) In this connection the Agency had a scale model built of the area showing the housing and other developments built and to be built in Diamond Heights.

Diamond Heights Shopping Center
Developer: San Francisco Redevelopers, Inc.
Architect: Jack Allen Charney, AIA

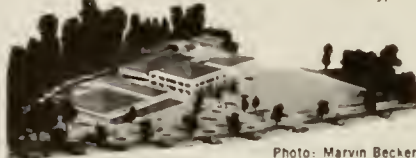


Photo: Marvin Becker

Progress was made for completing such other public improvements as parks and recreation areas. The firehouse site was in the process of being sold to the City at the end of the year. At the request of residents and developers, the Municipal Railway extended bus service into the area.

All preliminary work was accomplished for the sale of sites on Fairmount Hill in this area early in 1964.

Golden Gateway

During 1963 the Agency acquired the last privately owned property in the Golden Gateway. The disposition program moved ahead with the sales offering of three blocks of prime commercial land in the area south of Clay Street. Negotiations were under way in 1963 with interested parties for the two-block parcel facing the Ferry Building Park area and the block south of Clay Street between Battery and Front Streets.

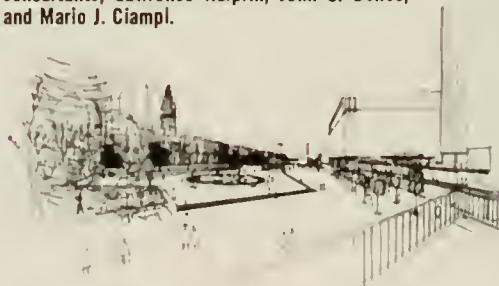
The first phase of the Perini-San Francisco Associates residential development of 794 units was sufficiently completed to open a rental office on the site.

During 1963 an eight-year effort to formulate a suitable arrangement for the produce industry came to a happy ending. Ground was broken for

the \$4.5 million San Francisco Produce Terminal at Islais Creek on February 4, 1963, which was occupied and in operation on September 25, 1963. The new market consists of 80 produce stalls, four restaurants, a service station, and a bank and office building. The financing and construction of this market was made possible through the close cooperation of the majority of the merchants, the City, the Department of Public Works, the S.F. Development Company, and the Redevelopment Agency. The new facilities are extremely efficient, clean, and free from the traffic congestion of trucks and cars that existed in the old produce area. The merchants in the new produce market have indicated an increase in business of as much as 25 to 35 percent since moving from the old location, while working hours have been shortened through more efficient operations.

With the satisfactory relocation of the produce industry, demolition moved ahead on the unoccupied buildings. By the end of the year 76 percent of the total demolition scheduled for this area was completed.

During 1963 the schematic plans for the design of the Ferry Building Park were made by the consultants, Lawrence Halprin, John S. Bolles, and Mario J. Ciampi.



Ferry Building Park
Drawing: John Evans

Produce Market

Trade Up

25% Boost in
New Location

Business at the produce market has increased 25 to 35 per cent since the move to the new Islais Creek location, Frank Lynn, newly-elected president of the Produce Dealers Association, said yesterday.

Not only has business increased, he said, but association members just completing three months of operation on the Jerrald Avenue location, report savings in overall operations.

Lynn said that the new produce terminal is the largest and most modern in the Nation.

San Francisco Examiner,
December 23, 1963

* Construction started January 14, 1964, by San Francisco Redevelopers, Inc.

Western Addition Area 2

The Redevelopment Plan for the 73-block portion of the Western Addition surrounding and complementing Western Addition Area 1 was submitted early in 1963 to the U.S. Housing and Home Finance Agency for review and approval and the allocation of loan and grant funds to accomplish the plans. Informal approval of the renewal plans had been received by the end of the year.*

To acquaint the residents, business operators, and property owners in the area with the proposed Redevelopment Plan, a site office was opened in December 1962. During 1963 staff members assigned to this site office have contacted residents both in the site office and through door-to-door calls in the area. Continuing contacts have also been established with businesses, churches, institutions, and other area organizations. These contacts have been geared to determining the needs and desires of residents and organizations in the area and to working out the nature and extent of their participation in the renewal of the area.

In addition, the site office staff has worked closely with property owners wishing to rehabilitate their properties and with developers proposing new construction to assure that any work done would not be in conflict with proposed land uses and development standards under consideration for the area. The Agency continued its work with interested sponsors of moderate-priced private housing and housing for senior citizens but could not proceed to plan specific sites until approval of the Western Addition Area 2 Plan by the Board of Supervisors.

Consultation during preparation of the Redevelopment Plan and continuing cooperation have resulted in active progress by two groups in the

area toward participation in the renewal of two important sections of the area. Members of the Fillmore Merchants and Improvement Association and interested property owners formed a corporation for the purpose of being able to undertake the development of the new Fillmore Center, the commercial heart of the area. Similarly, the United Committee for the Japanese Community undertook formation of a corporation to be able to undertake coordinated renewal of the Nihonmachi—Japanese Town—historically a vital and interesting part of the Western Addition.

In cooperation with the San Francisco Housing Authority staff, work has been done in the selection of possible sites for scattered public housing proposed for development in the area. This proposed experiment is designed to avoid the concentration of public housing in large-scale developments.

Proposals for the physical renewal of the area and relocation of residents and businesses were presented publicly to the San Francisco Planning and Urban Renewal Association (SPUR) and the Western Addition District Council. Support of the proposed redevelopment has been given by such major groups as SPUR, the Fillmore Merchants and Improvement Association, the United Committee for the Japanese Community, and the Golden Gate Neighborhood Centers' Association.

All processing preliminary to formal consideration and action on the proposed redevelopment proposals was completed or nearing completion at the end of the year. Public hearings will be held by the Redevelopment Agency early in 1964. Following these hearings and action by the Agency the proposals for redevelopment of Area 2 will be submitted to the Board of Supervisors for its consideration, public hearings, and appropriate action.

* Formal approval received January 29, 1964.



The Fillmore Center

Consultant Architects • Engineers:
Reid, Rockwell, Banwell and Tarics

Yerba Buena Center* 18

Planning for the Yerba Buena Center area had progressed well on schedule at the end of 1963. The Redevelopment Plan for this area will be presented for review by the people of San Francisco, the Planning Commission, and the Board of Supervisors in 1964.

By the close of 1963 the direction of planning encompassed a reuse with office buildings, business service activities, etc. Also proposed were such new uses as commercial theaters, a museum, exhibition space, and sports center if it becomes possible to establish such new activities.

A system of malls and pedestrian bridges will link the redeveloped area to the central business district, a revitalized Market Street, and the multimillion-dollar rapid transit system. Surrounding the cultural center core, the proposal provides for 2,000,000 gross square feet of office space. Parking areas will be provided under and adjacent to the office structures and the cultural center. In addition, the proposal contains plans for devoting approximately 25 percent of the land area to light industrial and related uses in the southern portion of the area. This is approximately the same proportion of the area presently devoted to these uses.

A major part of the planning work on the area has related to relocation of families, individuals, and businesses. The relocation program for the area is feasible over the projected three-year period of 1965 to 1968.

The success of the proposal depends upon the continued and increased interest of community leaders. Also its success will require the solution of many problems, the most serious of which is financing of the cultural activities. If other cities can solve such problems, so can San Francisco.



A raised plaza provides a dramatic setting for offices and cultural facilities.

Plan: Livingston and Blayney, City and Regional Planning
Photo: Dwain Faulstich

* Formerly South of Market Redevelopment Area. Name changed February 20, 1964.

Since 1961 the Agency has been working closely with City departments and agencies and the Federal Government to prepare a proposal for developing the Hunters Point temporary war housing area. Because the area has already received substantial Federal benefits, the major portion of the new program will be financed by a Federal loan, as distinguished from the usual loan and grant for redevelopment projects. At the end of the year, the Board of Supervisors approved the submission of an application to the Federal Government for funds to plan a project in this area.

The preparation of the application involved not only public agencies but was reviewed step by step with the Bayview-Hunters Point Citizens Committee. When the planning begins for this project, the Agency will continue to work with the citizens in the area.

In view of the 1970 deadline established by State law for the demolition of the temporary war housing and the substandard condition of the housing, the entire war housing area will be cleared for redevelopment. The area will be rebuilt principally for moderate-priced private housing, with approximately 1,700 such units proposed. The remaining 600 units proposed for the area will be for housing in other price ranges. This proposed reuse is based on the Board of Supervisors' directive to the Agency to redevelop the area to the maximum extent for housing for families of moderate income.

The State Highway Commission adopted a route for the Hunters Point Freeway favored by the Bayview-Hunters Point residents and City agencies. This decision will make it possible to develop a sound, well-planned neighborhood in this area, undamaged by the effect of a major freeway bisecting the community.

Rapid Transit Corridor Study

Bay Area voters have approved bonds to build a high-speed public rapid transit system connecting San Francisco with the East Bay. The system—to be the most efficient and up-to-date in the world—will cost almost \$1 billion. In San Francisco the rapid transit trains will operate mostly subsurface, and major routes of this rapid transit system will be located along Market and Mission Streets. Construction is scheduled to start in San Francisco in 1965, and the total system is scheduled for completion in 1969.

At the request of the Board of Supervisors, the Redevelopment Agency and the Department of City Planning formulated a proposed study—called the Rapid Transit Corridor Study—to analyze the influence of the rapid transit system on adjacent neighborhoods and to achieve maximum benefits from the rapid transit improvements. After full community discussion, the Board of Supervisors approved submittal of an application to the Federal Government for funds for the study in December 1963. Funds for the study should be made available during 1964.

The essential character of the undertaking is that of a study, as distinguished from an urban renewal or redevelopment project. One purpose of the study is to identify areas within the Corridor area wherein renewal action might be

desirable, to identify the nature of such renewal, and to schedule a specific program for presentation to the Board of Supervisors. Because of the general quality of the Rapid Transit Corridor area, emphasis will be on massive retention rather than clearance of structures. The study is designed to find new ways to stop the spread of blight before neighborhoods deteriorate to the point where slum clearance is necessary.

Recommendations of the study will be developed in close consultation with the involved neighborhood organizations to take fully into account the needs and desires of local citizens. Any action program which might be recommended as a result of the study will be subject to neighborhood discussion and public hearings before presentation to the Board of Supervisors. The study will make recommendations on how the City and neighborhood organizations can work together for better neighborhoods and a better community.

Projected Expenditures and Project Financing [000's]

Items	Total	Western Addition Area 1	Diamond Heights	Golden Gateway	Western Addition Area 2	Yerba Buena Center
Agency expenditures						
Planning, legal & administrative	\$ 10,043	\$ 1,054	\$ 1,394	\$ 1,255	\$ 3,360	\$ 2,980
Real estate purchases & expenses	125,225	15,536	2,133	20,344	56,380	30,832
Site clearance & improvements	12,965	1,063	4,827	1,621	3,454	2,000
All others	15,917	1,567	576	1,447	6,544	5,783
Total	\$164,150	\$19,220	\$ 8,930	\$24,667	\$69,738	\$41,595
City expenditures—public improvements	37,577	7,091	4,141	6,676	4,190	15,479
Gross project cost	\$201,727	\$26,311	\$13,071	\$31,343	\$73,928	\$57,074
Less: Proceeds from project land	86,315	10,206	12,583	16,545	31,981	15,000
Cash surplus from completed projects	3,802			3,802*		
Net project cost	\$111,610	\$16,105	\$ 488	\$10,996	\$41,947	\$42,074
Federal project grant	\$ 75,077	\$ 8,615	\$ —	\$ 3,510	\$36,757	\$26,195
City share available	40,335	7,490	4,290	7,486	5,190	15,879
City minimum share	37,203	5,368	163	3,665	13,982	14,025
City (shortage) or surplus	3,132	2,122	4,127	3,821	(8,792)	1,854

* Cash carry-over from Diamond Heights

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of San Francisco**

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May 11, 1964

San Francisco

Redevelopment Agency

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James A. Folger

Lawrence R. Palacios

**M. Justin Herman
Executive Director**

The San Francisco Redevelopment Agency is an instrumentality of the State of California. It works on behalf of and under the policy direction of the City and County of San Francisco. It uses for this purpose Federal funds received from the Housing and Home Finance Agency's Urban Renewal Administration and local contributions, mostly in the form of public works and facilities.







